Research on the Evolution of New Media Interface Design Style

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Abstract: In the context of the emergence of new media and digital technologies, different types of mobile apps emerge in endlessly and change rapidly. User experiencers are no longer satisfied with a single function requirement and pay more attention to interactive experience. Therefore, function and beauty have become the duality of mobile apps. Claim. Illustration plays an important role in visually conveying intentions. It has an irreplaceable advantage and influence in the APP interface with its graphical symbolism, touching emotional expression and colorful design styles. It has become the most common mainstream design element of mobile apps today, and the APP interface illustration design is showing its brilliance in the field of art design with a strong posture.

1. Introduction

In the era when the Internet is in full swing, the basic needs of Internet users for APP no longer stay in its use function, and their attention gradually turns to emotional interaction experience. In order to meet the emotional needs of users and increase their competitive strength, designers continue to use their unique visual advantages in APP interface design. At present, there is very little research on APP interface illustration design, and it is still incomplete to do systematic and theoretical sorting and research on APP interface illustration design. Illustration art has a long history and outstanding achievements in our country. It has shown different styles in various historical periods, and has profoundly affected and changed everyone's lifestyle and ideas. In memory, people often see the traces of illustration design in books, product packaging, etc., and its dissemination carrier and expression form are relatively limited. With technological innovation, a variety of expression forms and visual styles have emerged. Although experts and scholars at home and abroad have done many researches on illustration design and different styles of illustration design, most of them are inclined to the overall overview of illustration design, or the study of a certain illustration design style. There are few researches on APP illustration design style, and the the overall arrangement of the illustration design style is relatively lacking.

2. Four Development Stages of Graphical Interface Design Style

The advantage of the graphical interface is to use the mouse to directly manipulate the interface icons instead of typing tedious instructions. The history of the development of graphical user interfaces is closely related to the history of the development of operating systems. The early graphical interface is characterized by the appearance of the mouse and icons, which liberated people from the cumbersome code command input. 1973 Xerox launched the first personal computer Xerox Alto with a modern graphical interface. It used desktop analog and mouse-driven graphical user interface technology for the first time. Since then, people do not need to manually enter cumbersome instructions. In 1984, Apple developed the Mac System 1.0 operating system interface. The first use of icons made Apple a pioneer in graphical interface design. Its form can be dragged with the mouse, and files and folders can be copied by dragging and dropping.

Simulated design is to simulate the appearance of objects in the real world, including modeling and simulation of texture and behavior. Real objects are reproduced by superimposing various effects such as texture, highlight, material, shadow, etc., so that icons, progress bars, etc. present three-dimensional effects. In 1990, Microsoft released Windows 3.0. Command buttons and window control bars have 3D effects. The operating system supports standard modes, and uses

larger memory and hard disks, thereby increasing the resolution and making the graphics display better. In 1991, Apple released Mac OS version 7.0, which first applied a colorful icon design. The icons added shades of blue, yellow, and gray, so that they could accommodate a larger amount of information than the previous era of black and white interface, and the function of information transmission There is a significant improvement in sex. In 1997, Mac OS 8 released by Apple began to add more colors and adopted isometric style icons. Since then, the pseudo-material design style has gradually become the mainstream of the industry.

Flattening removes all the styles and attributes that have three-dimensional prominent effects, and no longer uses three-dimensional effects such as texture, perspective, and shadow, and emphasizes abstraction, minimalism and symbolism. In 2006, Microsoft launched the Zune music player. For the interface of this player, Microsoft developed a design style called Metro. The interface design uses large fonts, grid shapes and flat icons. After that, Microsoft used Zune's design model to improve the interface design of the Windows Phone 7 operating system. Since then, the flat design has been widely accepted in product design in 2010. In 2013, Apple released iOS 7, completely abandoning the quasi-material design. The texture and flash of the icons were lost, which further promoted the popularity and development of the flat style. In addition, many characteristics of flat design are also reflected in the design principles of Google's Material Design.

Composite design refers to adding some texture changes, reflections and projections on the basis of flat design, aiming to give users a tactile perception. Composite design is not a quasi-physical design. The pseudo-material design is to make the work closer to the actual object, while the composite design uses the appropriate amount of gradual shadows to give the design some depth and three-dimensionality on the basis of retaining the flat and simple style. In 2017, Microsoft released Fluent Desgin, called the "Evolution of Metro" version. Compared with the flat Metro before, Fluent Design emphasized "Light perception, depth, and Material", while Google's Material Design emphasized " 3D world, Light and shadow relationship, Material physical characteristics". The two companies have a good combination and balance the respective advantages of flatness and pseudo-materialization.

3. Influencing Factors of Interface Design Style Evolution

The popularity of flat design in recent years is closely related to the development of responsive design. As more devices are connected to the website and the device screen sizes are diverse, if the design style relies too much on texture and projection, when the screen shrinks to a smaller size, the effect is not ideal. For mobile devices of different sizes, the flat design has better scalability on the X-axis and Y-axis of the interface. However, if the quasi-physical design is too stretched, gradation or pixelation will occur. On the other hand, the flat design greatly simplifies the design elements, and the website loads faster. Therefore, a sufficiently concise flat interface is more suitable for terminal fragmentation and interface fragmentation than a complex pseudo-physical design.

Most of the design elements we see in the new media interface are derived from printed publications in traditional designs. The Swiss style popular in the 1940s and 1950s was an important source of inspiration for flat design. The Swiss style pays attention to the use of grid and sans serif fonts. A large picture is often accompanied by a simple font. Another thing that greatly influenced flat design is minimalist design. Minimalist design has a longer history, predates the advent of the Internet, and involves many fields such as architecture and industrial design. To achieve shadows, rounded borders, background color gradients, etc., the old version of CSS can only rely on a large number of pictures, and CSS3 can replace pictures with a few lines of code to achieve the above functions, such as box-shadow property to achieve shadow, border-radio property the realization of rounded corners, etc., promotes the development of flattening to composite design.

4. Aesthetic Characteristics and Value of Design Style

Good-looking skins are the same, but interesting souls are one in a million. With the

development of science and technology, computers, cameras, cameras, etc. have become tools for various visual symbols, and have also provided a stage for the spread of illustrations to show their self-worth. With the development of the commodity economy and the increasing prosperity of the market, more and more merchants are using illustrations in APP interface design, making APP appear different and more eye-catching in market competition. The advancement of science and technology has promoted mobile APP to be fully functional and efficient, in line with the concept of "human-machine interface design". After "bread" is satisfied, "entertainment" has gradually become people's ideal pursuit. Because people are demanding to express their personal style and aesthetic taste, they hope to experience the happiness and interest when experiencing product functions. Illustration has become a unique means to achieve goals. It uses computer technology to develop graphics, text, sound and other forms as much as possible. , Continuously enrich the visual design of APP interface. In view of the difference in modern markets and aesthetic emotions, APP interface illustrations have formed a variety of different illustration styles on the basis of inheriting traditional illustrations. Different elements in APP interface illustration design styles tend to be fun and enjoyable. Among them, the MBE-type illustration style is more obvious. Its design contains cartoon elements, replacing text messages with cute images, creating an atmosphere of interaction with each other, allowing users to experience the joy of the product during use. The interface design of children's education APP also uses fun illustrations to guide children's learning and growth. The screens are mostly cartoon characters to tell the unknown content, to achieve the goal of "entertainment" and let children feel the joy of learning. Stimulate the motivation to acquire knowledge. Therefore, the aesthetic emotion of "entertainment" not only affects the enrichment and progress of illustration design style, but also only by fully understanding people's aesthetic psychology and aesthetic feelings can we design more beautiful and interesting products.

Art is another form of existence in society, so art should reflect what society looks like. In the book "Philosophy of Art", Danner puts forward the view that "the spirit of the times and social customs determine the work". The spirit of the times and social customs are both included in the category of environment, and this spirit and surrounding customs are collectively referred to as environment. Art is closely related to people's lives and has a very rich and complex content. As a kind of spiritual product, it occupies a very important position in the business age, which can regulate, enrich and develop people's spiritual life, and improve people's spiritual emotions. Especially in an era full of commercial atmosphere, the practical functions of products can no longer satisfy the mass consumer groups. They more hope that they can feel spiritual and emotional comfort in the process of using cold products, so people are increasingly pursuing art. Aesthetics, aesthetic activities are constantly changing. The combination of illustration and mobile APP is a fusion of business and art, which is full of artistic charm and meets business needs, giving the design aesthetic value. Without the visual language of illustrations, the design of APP will reduce the information transmission of the product, while the development of commercial illustrations will lose the advantages of its own artistic characteristics without the communication carrier of APP. The two are the relationship between fish and water, which is coordinated and unified. Develop together. In the modern market, illustration design styles are becoming more and more diversified, and highly individual illustration elements have brought new changes and developments to commercial products and illustrations, and have high artistic value.

In the social field, on the one hand, illustrations run through the interface design, bringing great changes to people's reading style, reading behavior and reading psychology. First of all, the development of information technology has brought people into the Internet era. The traditional way of communication has changed. Images have become the main way for people to read. Beautiful and interesting graphics attract more readers. Secondly, the psychology of consumers is also affected. They like exquisite pictures and pursue emotional communication with objects. Exquisite products can attract consumers' interest and attention. In the process of creating illustrations, more and more product themes are considered, things that the public desires and the form of understanding of beauty are considered. Different illustration design styles are used in compromise, showing a situation where a hundred flowers bloom. The application of the APP

illustration design style can not only accurately promote the information of the product, but also integrate the expression of emotions to achieve the effect of heart and material communication. On the other hand, illustration elements are of great help to product branding. Illustrations can not only enhance the cultural taste of products and create branded products, but also can convey the graphic language of popular culture, and make consumers subtly accept product concepts in the form of vivid representations①. Illustration combined with modern technology has brought new design ideas to APP interface design and has become a favorable magic weapon for interface design competition. Illustration design has not shrunk in the information age, but has expanded its scope of application and has become the darling of the times. The application of illustrations in business provides more possibilities for design, and becomes an indispensable way of conveying information in life. It makes society present a prosperous situation and brings extremely important social value to everyone.

5. Conclusion

As the most expressive artistic means in design, illustration art has infected different areas of social life. It has become colorful and diversified under the rapid development of technology and business economy. APP interface illustration design style belongs to a relatively new research direction. It is hoped that through this research, people will have a clear understanding and understanding of APP interface illustration design, and they can also make good use of different styles and understand more in detail. The form expression and emotional transmission of APP interface illustration design, so that APP interface visual design can be carried out more rationally and effectively, and the development and changes of more expression methods and design styles are continuously explored, and we hope to provide more theoretical support for future research. .

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